

## **REMARKS**

The Examiner has rejected Claims 1-8 as being obvious of Matsumoto. Applicant repeats the arguments that were previously made. As previously stated Matsumoto teaches internet ad space and not other ads. There is nothing the Examiner can point to to show that these are non-internet ads. Further, again, Matsumoto does not teach a second data base. Also the fact that the Examiner states that Matsumto uses an index URL imbedded in the ad only proves applicant's point that these are internet ads and not non-internet ads. There would be no reason for a URL if they were non-internet ads.

Applicant has added new Claims 9 and 10. The specific process described in 10 is not anticipated or obvious over Matsumoto. Support for these claims can be found in the specification.


Applicant now believes the application is in condition for allowance.

"EXPRESS MAIL" Mailing Label No. EM 220085059  
Date of Deposit: November 26, 2008  
I hereby certify that this paper or fee is being  
deposited with the United States Postal Service  
"Express mail Post Office to Addressee"  
service under 37 C.F.R. 1.10 on the date indicated  
above and is addressed to the Commissioner  
for Patents, P.O. Box 1450, Alexandria, VA 22313

Signature:

Name: Debbie Broderick

Respectfully submitted,

  
Philip M. Weiss  
Reg. No. 34,751  
Attorney for Applicant  
Weiss & Weiss  
300 Old Country Rd., Ste. 251  
Mineola, NY 11501  
516-739-1500